

FCC FORM 396
EXHIBIT 3
NARRATIVE DESCRIPTION OF OUTREACH EFFORTS
December 07 TO November 08

NBC TELEMUNDO LICENSE CO.
STATION KDEN(TV)
KDEN – Telemundo Denver, Colorado
1120 Lincoln Street, Ste 800
Denver, Colorado
303-832-0402

EXHIBIT 3

NARRATIVE DESCRIPTION OF RECRUITING AND OUTREACH EFFORTS

As evidenced by its substantial and ongoing recruitment and outreach efforts during the reporting period¹, Station KDEN(TV) (“KDEN” on the “Station”) is committed to equal employment opportunity and diversity and has satisfied each of the three prongs of the FCC’s EEO program requirements during the reporting period.

PRONG 1 – Recruitment for Full-Time Vacancies

As reflected in the annual public file reports for 2008 submitted as Exhibit 2 hereto, KDEN has engaged in recruitment for its full-time vacancies and has widely disseminated information concerning these vacancies, including to recruiting sources

reasonably calculated to reach the entire community. When KDEN has job openings, it also reaches a very large potential applicant pool by opening the opportunities within both the NBC Career Opportunities website (www.nbcjobs.com) for information on current job openings and in GE's Career Website (www.gecareers.com).

PRONG 2 – Notification to Recruiting Organizations

The Station widely disseminates information locally concerning its job openings. Although the Station has not received responses from any interested organizations in response to previous ads, it will continue plans to run the advertisement during the following years. Further, as a result on its self-assessment of its EEO efforts in prior years, the Station has decided as an action item in the coming year to continue developing the list of community organizations to which it will continue to send job notices regardless of whether those organizations have responded to the job openings by requesting job notices.

The Station also reaches a large pool of potential applicants by posting open positions on well-established websites run by recruiting organizations, such as Monsters which operates the leading online global career network (www.monster.com). As noted above, KDEN also posts all open positions on the NBC Career Opportunities website (www.nbcjobs.com), and on www.gecareers.com. All on-line advertisements direct candidates to the www.nbcjobs.com website to submit an application.

PRONG 3 – RECRUITMENT / OUTREACH INITIATIVES

The Commission's EEO regulations require KDEN to undertake 4 recruitment/outreach initiatives during each two years period. KTMD has undertaken the following longer-term recruitment / outreach initiatives during the reporting period (April 05 – March 07), which satisfy Prong 3 of the FCC's EEO program requirements:

JOB FAIR and OUTREACH EVENT PARTICIPATION

STUDENT CAREER DEVELOPMENT

INTERNSHIP PROGRAMS

INTERNAL MANAGEMENT/CAREER ADVANCEMENT TRAINING AND MENTORING

2007 -08 ANNUAL PUBLIC FILE EEO REPORT

KDEN – Telemundo Denver

1. Full-time vacancies summary for current reporting period:

- a. Sales Account Executive (3)
- b. Marketing Coordinator
- c. National sales Manager
- d. Promotional Producer

See attached Data Forms for details on recruitment.

2. A total of 26 interviewees were interviewed and/ or considered for the aforementioned job vacancies during the period of December 1, 2007 to November 30, 2008.

3. Referral Summary Matrix:

Name of Recruitment Source	Total Number Of Interviewees Referred
GE Careers Website	5
Internal Candidate	2
Internal Referral	2
KDEN Internships	
KDEN Job Hotline	
KDEN On-Air Job Promotions	
Outreach websites: Monster.com; CareerBuilders.com;HotJobs.com	4
NBC Career Website	12
Yoh Managed Staffing	1

4. Broad Outreach Summary:

- a. In addition to the local outreach advertisement provided with the above noted jobs (local paper, job line, company website, etc.), all postings placed on the NBCU website are automatically routed to National Job Bank.
- b. Javier Ortiz, HR Director, posted public notice looking for recruiting sources through the company's website.
- c. Station Representatives attended Job Fair at the Latina Chambers of Commerce – September 2008.
- d. Javier Ortiz attended National Broadcast Association Job Fair in Las Vegas, Nevada (a broadcasting industry job fair to promote diverse hiring done once every 3 months per year) representing all Telemundo stations (including KDEN).
- e. Adriana Muro, Marketing Coordinator, sponsored 1 intern during the summer period of 2008 for the marketing division.
- f. Michael Halminiak, General Sales Manager, sponsored 1 intern during the summer period of 2008 for the sales division.
- g. Javier Ortiz (HR) and Jose Rodriguez (Creative Manager) attended the Texas Association of Broadcasting Job Fair representing all Telemundo stations (including KDEN).

JOB VACANCY

RECRUITMENT SOURCE DATA FORM (To Be Attached to Annual Public File EEO Report)

Station: KDEN Telemundo Denver

Job Title: Sales Account Executive

Recruitment Source
That Referred

Ultimate Hiree (if Any): 2

Total Number of
Interviewees: 12

GE Company www.gecareers.com	KDEN Internships	Hot Jobs HotJobs.Yahoo.com
NBC Career Opportunities www.nbcjobs.com	KDEN Website N/A	America's Job Bank www.ajb.org
Internal Referrals	KVDA Main Number / Job Line 303-832-0402	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
Texas Job Bank www.texasjobbank.com	Career Builder Careerbuilder.com	Monster www.monster.com

JOB VACANCY

RECRUITMENT SOURCE DATA FORM (To Be Attached to Annual Public File EEO Report)

Station: KDEN Telemundo Denver

Job Title: National Sales Manager

Recruitment Source
That Referred

Ultimate Hiree (if Any): 1

Total Number of

Interviewees: 2

GE Company www.gecareers.com	KDEN Internships	Hot Jobs HotJobs.Yahoo.com
NBC Career Opportunities www.nbcjobs.com	KDEN Website N/A	America's Job Bank www.ajb.org
Internal Referrals	KVDA Main Number / Job Line 303-832-0402	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
Texas Job Bank www.texasjobbank.com	Career Builder Careerbuilder.com	Monster www.monster.com

JOB VACANCY

RECRUITMENT SOURCE DATA FORM (To Be Attached to Annual Public File EEO Report)

Station: KDEN Telemundo Denver

Job Title: Marketing Coordinator

Recruitment Source
That Referred

Ultimate Hiree (if Any): 1

Total Number of
Interviewees: 9

GE Company www.gecareers.com	KDEN Internships	Hot Jobs HotJobs.Yahoo.com
NBC Career Opportunities www.nbcjobs.com	KDEN Website N/A	America's Job Bank www.ajb.org
Internal Referrals	KVDA Main Number / Job Line 303-832-0402	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
Texas Job Bank www.texasjobbank.com	Career Builder Careerbuilder.com	Monster www.monster.com

JOB VACANCY

RECRUITMENT SOURCE DATA FORM (To Be Attached to Annual Public File EEO Report)

Station: KDEN Telemundo Denver

Job Title: Promotional Producer

Recruitment Source
That Referred

Ultimate Hiree (if Any): 1

Total Number of
Interviewees: 3

GE Company www.gecareers.com	KDEN Internships	Hot Jobs HotJobs.Yahoo.com
NBC Career Opportunities www.nbcjobs.com	KDEN Website N/A	America's Job Bank www.ajb.org
Internal Referrals	KVDA Main Number / Job Line 303-832-0402	Texas Association of Broadcasters www.tab.org
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